Social Media Data Wizard

VIRTUAL STUDENT FOREIGN SERVICE

VSFS

Project Title	Social Media Data Wizard
Project Summary	Calling all data wizards! If you're interested in data collection and analysis, learning about social media trends, or creating compelling data visualizations, the National Archives needs you! Bonus if you are familiar with statistical reports from digital platforms (Facebook, Twitter, Instagram)!
Country	United States
Agency	National Archives and Records Administration
DoS Office	N/A
Post	N/A
Section	N/A
Number of Interns	1

Project Description

We're looking for a student who is interested in supporting a robust social media program through data analysis and research, which is critical to helping us achieve the goals of our new social media strategy (http://usnationalarchives.github.io/social-media-strategy/). We are looking for someone who is a whiz with data and analysis as well as someone who is interested in how that data can be applied to improving social media activities at an agency.

Since 2010, the National Archives has been collecting and providing social media statistics reports (http://archives.gov/social-media/reports/) on views, visits, followers, and favorites from over 160 accounts. This data has been collected manually, which will be the responsibility of the VSFS intern. Over the course of the internship, the National Archives will begin automating the collection process, and your skills in analyzing and interpreting the data will be crucial to determine trends, analyze interactions, and interpret impact.

Desired Skills Interests

Additional Information

The Social Media Team at the National Archives is located in the Digital Engagement Division in the Office of Innovation. In this office, we are involved in many different tasks, from managing the agency website (archives.gov) and maintaining the online catalog to managing digitization partnerships and working with the Wikipedia community. Specifically, the Social Media team is responsible for researching, setting up, supporting and maintaining all social media platforms. These platforms range from the immensely popular, like Facebook and Twitter, to the very specific, like HistoryPin and Flickr. In general, our team doesn't create content for these platforms. Instead, we support the subject matter experts around NARA who do. This is part of what we call a "hub and spoke" approach to social media, with the Social Media Team forming the central administrative hub. Once we've helped negotiate terms of service agreements and set up the shells of new NARA channels, we turn the platforms over to the requesting offices for content creation and day to day control. We're always available to help with tech support, campaign promotions, and questions about applying the comment and posting policy.

Language Requirements

None